

ABSTRACT OF THE DISCLOSURE

A music scheduling algorithm (MSA) is provided for programmatically and dynamically creating a unique play list for each listener of an Internet radio service. The play list includes a mix of music influenced by user rated songs and artists and music the MSA infers the user will like. The MSA is provided a regularly updated pool of various music lists from which to select lists allowed by the user selected radio station affiliate. The MSA then factors in user rated songs and artists, user deletions, user music mix gauge settings, calculates user deep cut songs and performs music correlations of unrated songs to further define the play list. The user music mix gauges include the New Music Gauge to select a percentage selection of new music (uncharted music of the same genre) and hit music versus gold music, an optional Deep Cuts Gauge to influence the play list percentage mix of album deep cuts versus affiliate and national music and a Music Selector Gauge to select a relative amount of music drawn from each selected music format.